THE REVIEW

Vol. XXXV—No. 19 April 17, 1941

Don't Miss Jim Talcott's Letter

In This Issue

If You Want to

. . . Join the Snag Club!

Write Your Own Membership Card in

THE SNAG CLUB

YOU can win a fishing trip this summer! The terms of the 1941 Fishing Contest fit everybody. You compete only against yourself.

During the 10 weeks from March 17 to May 24, you must sell—

40 Orders Totaling $4,000

. . . or . . .

50 Orders Totaling $3,500

. . . or . . .

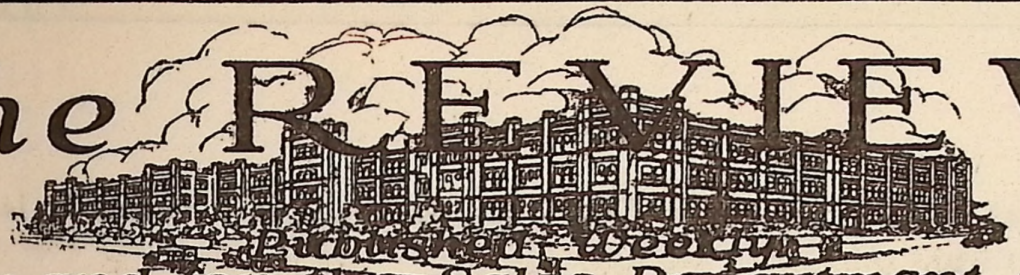
60 Orders Totaling $3,000

. . . or . . .

70 Orders Totaling $2,500

Large commercial specials do not count. All orders must be complete and ready for manufacture.

The REVIEW



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by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV JOLIET, ILLINOIS, APRIL 17, 1941 No. 19

THE WILLING SALESMAN ALWAYS GETS THE HEAVIEST LOAD, BUT HE ALSO DEVELOPS THE STRONGEST SELLING ABILITY AND WRITES A PAYING BUSINESS.

Thanks a million for the good job you are doing, for your responsiveness to the wonderful 1941 Line. That line is a real challenge to you because of its wonderful possibilities; if you continue to study it and push it with all your might and main it will make you a stronger salesman and increase your earning capacity. That line is a challenge to business men; if they use it according to their needs it will make them stronger in their community.

The salesman who is willing to accept a heavy load in the way of hours of study, hours of head and foot work, is constantly developing his selling powers and writing a paying business. Likewise, business men today who have the Will to Win are winning everywhere. If they advertise that thought among their customers and prospects it's bound to promote the idea of courage, faith and action.

Do you remember that one of Frank Zimmerman's two or three years ago, where he sold an order for 3,000 S257 Coal Facts Calendars, using "Safety Begins at Home" and "300 R4 "Safety Begins at Home" in Indoor Billboards? I keep

that one in my Jot It Down Book because I think it is a natural.

Here's Frank's story:

> "This customer got away from me last year to the commercial printers and outdoor billboards. Their outdoor boards occupied 18 square feet each and the fourteen locations cost them $892.00. On top of this was the cost of the commercial calendars—about five cents each for the home calendars and twenty-five cents each for the roll calendars.
>
> "I showed the head of the concern and his associates where they could buy ten times as much space with our jumbos as they did with the outdoor billboards. His outdoor boards cost him $892.00 for 252 square feet of advertising space, whereas we could give him 2,100 square feet of space in preferred locations for less than one-third of that amount, which meant that his home calendars—and a much superior calendar, too—would not cost him anything.
>
> "The victory was sweet, for I have worked on this since the early part of January.
>
> "I first sold this customer three years ago after a long and strenuous effort. Their first order was for only 50 jumbos and 1,500 home calendars, so you see this is a most welcome increase."

If we'll just remember that considered from the standpoint of RESULTS, Calendar and Indoor Billboard advertising offers the advertiser more for his advertising dollar than any other known form of advertising — and then proceed LOGICALLY, as Zimmerman did, to show the prospect actual facts and figures in substantiation of our statement, we'd find that in scores of instances we could swing the order.

TIME MARCHES ON! FIVE MORE WEEKS—April 21st to May 24th—in the FISHING CONTEST. We are again getting all excited as to who it will be our pleasure to entertain here in Joliet and in Wisconsin in July. CONTINUE TO WATCH YOUR TIME DOLLARS AND GO PLACES.

LET'S GO! TO MAKE THE LAST EIGHT DAYS OF APRIL A THRILLING BUSINESS STORY!

—T. Mackeown.

ONLY FACTORY-READY ORDERS COUNT IN VACATION CONTEST

One of the most interesting departments in our factory is the Finishing Room. Everytime I have occasion to go through it, I always get a big thrill in looking over each calendar order that is going through the last operations and the final inspection, and I always think of the ultimate destination. Do you think about the good-will that is built for your customers as a result of the sales you make? Do you fully appreciate the great value of a calendar advertising campaign? It will increase your sales ability if you think more about this angle and include it in your sales presentations.

Every time I spend a half hour in the Finishing Room, I am happily surprised at the number of orders that we are getting from retail stores, clothing stores, shoe stores, etc., and many orders from restaurants, plumbers, etc. I mention this because I realize that many salesmen never call on retail stores, restaurants, plumbers, etc. You miss a lot of business if you think they are poor prospects.

Many thousands of orders are already completed and stored for shipment later. These customers will not be uneasy next December—phoning salesmen, telegraphing the Company, etc. They will not be handicapped by material shortage, congested departments, etc. They will be more than glad that they anticipated their needs in advance, and furnished advertising copy, cuts, etc. Others less fortunate will be frantically clamoring for their shipments, subject of congestion not only in the factory but in transportation.

All this leads up to an urgent appeal for copy and full instructions so that every order written early in the year can be cleared and put into production at once.

There are two things I noticed—one is the predominance of advertising copy showing telephone numbers—the other is the absence of towns. Even in villages and hamlets the name of the town should always be included, but telephone numbers seldom, if ever. Did you ever know of anyone referring to a calendar for a telephone number? There is always a telephone directory handy, and it is always referred to when a number is wanted.

Thousands of dollars worth of orders will be jeopardized waiting for telephone numbers that are NOT important. Wherever possible, show your customers the desirability of eliminating telephone numbers in their calendar advertising. Then your orders can be manufactured and delivered and your customer will have perfect service. Never leave the buyer's town out of his advertising copy unless he insists upon it. Every business man is, or should be, proud of his home town and should boost it first, last and all the time.

James R. Talcott

HOW MUCH IS A NEW CUSTOMER WORTH?

BERT BERT:

I wish you would print this in REVIEW. It may not mean much to you, but to me it represents the result of persistency.

For the past fourteen years I have been trying to sell this druggist on Baby Record books and he has always said that some day he would buy. At last here's his first order.

I have called on him every time I have been in his vicinity. The order is not large, but to me it is prized more than many larger orders.

ART VORES.

* * *

Who Knows But What This May Be Another Walt Olson Customer?

In April of 1938, Walt Olson of Illinois sold a druggist one hundred "My Diary" Baby Books for $29. The following July the order was repeated and the following September the druggist bought 250 more booklets for $65.

From the beginning, Walter Olson has sold this customer NINETEEN orders for a total volume of $1,366 and has sold him nearly every part of the line including Religious Calendars, Paragon and Safety Campaigns.

When we see records like this, is it any wonder that Jim Talcott places the value of each new customer at one hundred dollars?

"My Diary" makes a mighty effective entering wedge to new accounts and we suggest that you read once more the letters on pages 422 and 423 of last week's REVIEW—also Mrs. Jahl's letter elsewhere in this issue.

LOOKS LIKE A BIG MEMBERSHIP ROLL

. . IN . .

THE SNAG CLUB

Here's a list of Go-Getters who are not passing up any bets

F. L. Zimmerman of Ohio crashes the barriers of competition with a sale of Carrier's Greeting Calendars, sold to one of America's big NEWSPAPER PUBLISHERS for a volume of almost $5,000—a brand new customer.

Two Gerlach-Barklow calendar subjects are used on this order—"Grand Canyon of the Yellowstone" from the brush of Thomas Moran and "The Mill" by Paul Emile LeComte.

It goes without saying that Zimmerman had plenty of competition on this order, but good art and fine color reproductions plus the Zimmerman brand of salesmanship, won the victory.

Nick Osburn comes through handsomely with two orders for a total of well over $3,000.

Mr. Osburn's biggest is a $2838 sale of Pothast's "The Guiding Hand" sold to a national Mutual Benefit Society. Osburn, too, went up against stiff competition and, like Zimmerman, he relied upon fine art and quality reproductions to give him the balance of power.

BETTER TO KNOW US AND NOT NEED US THAN TO NEED US AND NOT KNOW US

Sold by J. B. Whitten on Fans to a Funeral Director

Osburn's second order comes from a FUNERAL DIRECTOR and amounts to almost $200. It calls for No. 7 Memorial Records and FD Service.

Isidor Siegel makes a $600 sale of "My Bonnie Lies Over the Ocean" with Better Homes-Better Gardens Pads, sold to a FUNERAL DIRECTOR.

Herman F. Grotte made a $450 sale of Memory Cabinets and Acknowledgment Cards to a FUNERAL DIRECTOR.

Jack Moore of Indiana sold "Be Sure You're Right" and "Spirit of America" to a LIFE INSURANCE COMPANY for $345. These indoor billboard calendars are to advertise, "THE FRIENDLY COMPANY."

Alan J. Kidd of Nebraska made an $837 sale of Baby Record Booklets to a DAIRY—an old customer. This dairy began buying our Baby Records back in 1929. Since then they have purchased more than 40,000 booklets and have invested well over $10,000 in the various parts of our line.

YOU WILL FIND THE BLUEBIRD OF HAPPINESS BY ATTENDING CHURCH REGULARLY

Sold by F. L. Zimmerman on Bluebird Billboards to a Funeral Home

NOW, HOW MUCH IS A NEW CUSTOMER WORTH?

S. E. Adams of Colorado made a $400 sale of Safety First Ger-Bars to a cooperative BURIAL ASSOCIATION—a new customer. The subject is "Hold Everything."

W. B. Boozman sold 500 deluxe Bluebird Calendars to a COTTON GINNING COMPANY for $252.

J. W. Hatch of Massachusetts makes a $277 sale of "Springtime" to a MANUFACTURING COMPANY.

Bill Herrmann sold 800 No. 125 Pencils to a STEEL TREATING COMPANY for $260.

A. H. Streeter made a $320 sale of "The Guiding Hand" to a dealer in PETROLEUM PRODUCTS.

Walter Olson of Illinois made a $250 sale of Greetings to an OSTEOPATHIC PHYSICIAN—a new customer.

S. C. Whalen sold 300 "Freedom for All" billboards to a MOVING AND STORAGE COMPANY, for $237.

Rudy Maddox of South Carolina sold Last Edition Hangers to a LUMBER DEALER for $214.

A BUSINESS BUILT BY DEPENDABLE SERVICE

Sold by Clark on Last Edition Hangers to an Auto Body Builder

L. R. Shepard made a $207 sale of Business Calendars to an INSURANCE AGENCY.

Mrs. Estelle P. Thompson of Missouri sold "The Light of Her Eyes" to an EMPLOYMENT AGENCY for $119.

Mrs. Thompson also sold "Bright Bouquets" blotters to a FLORIST for $105.

Tom Orvis of Ohio made a $102 sale of Pencils to an INSURANCE COMPANY.

Clyde Estes made a $120 sale of Safety First Calendars to a FUNERAL HOME.

Charlie Chamberlain sold News Quiz to a BUSINESS COLLEGE for $112.

T. L. Dallas of Texas sold Knives to a MACHINE SHOP for $107.

George B. Corrigan sold Religious Calendars to a FUNERAL DIRECTOR for Church Distribution, for $375.

EVERY TASTE A PLEASANT MEMORY

Sold by G. R. Russell on "Be Sure You Are Right" to a Bakery

A BUSINESS GROWING BY DEPENDABLE WORK AND SERVICE
Sold by Bill McNerney on Metal Calendars to a Plumber

S. E. Adams makes the column again with a $208 sale of "My Blue Heaven"—a complete campaign—to an AUTO SERVICE STATION.

Jut Laing makes a $215 sale of Religious Calendars to a FUNERAL DIRECTOR.

A. H. Laun of Wisconsin sold Business Calendars to a cooperative INSURANCE COMPANY for $255.

E. V. Harris of North Carolina sold "Off to the Meeting Point"—a complete campaign—to a STATE BANK for $200. The copy on this order is "SAFE, COURTEOUS, HELPFUL."

Art Vores of New Jersey sold "The Joy of Living" to a MERCANTILE CONCERN for $185.

Bert Stiff of Illinois sold "Proud Mothers" to a RENDERING WORKS for $120.

D. G. Waite of Michigan sold "Silver Dawn" to a BOX MANUFACTURER—a brand new customer—for $108.

R. A. McCune of Marvland sold "Springtime" in hangers and deluxe calendars to a JEWELER for $100.

Harry Etter of California sold Business Calendars to a MILLING COMPANY for $141.

T. L. Dallas of Texas appears again with a $100 sale of Pencils to a dealer in GENERAL MERCHANDISE.

THERE'S A MATERIAL DIFFERENCE IN OUR LUMBER
Sold by Bert Stiff on "Peekaboo" to a Lumber Dealer

J. W. Hatch of Massachusetts sells "Spirit of America" to a FEDERAL SAVINGS AND LOAN ASSOCIATION, a new customer, for $153.

Jim Hartman of Kansas sold "Happy Bluebird Family" to a FUNERAL DIRECTOR for $162.

George Ballard of West Virginia sold "Spirit of America" to a DEALER IN ICE AND FEED for $162.

Larry Moss of North Carolina sells "Happy Bluebird Family" to a LAUNDRY for $167. Here's the copy—"WE KLEAN KLOTHES KLEAN."

Walter Olson of Illinois made a $160 sale of Farm Record Calendars to a STATE BANK. The subject is "My Bonnie Lies Over the Ocean."

Ryan S. Perry of New Jersey sold business calendars to a NATIONAL BANK for $175.

A GOOD BANK IN A GOOD COMMUNITY
Sold by Cliff Higgins on Farm Record Calendars to a National Bank

WE BUILD FOR TOMORROW BY OUR SERVICE OF TODAY
Sold by H. D. Evans on "Come Back Here" to a Coal Dealer

H. D. Evans of New York sold "Come Back Here" with Better Homes and Gardens pads, to a COAL DEALER.

Clyde Estes of Arkansas made a $122 sale of Acknowledgment Cards to a FUNERAL DIRECTOR.

Ed Sierer sold "Come Back Here" to a DEALER IN RAW FURS—a new customer—for $166.

Tom Perrott of New Jersey sold "Bright Bouquets" Post Cards to a RUG CLEANING ESTABLISHMENT to advertise the fact that "SPRINGTIME IS RUG-CLEANING TIME." The order amounts to $100 and brings us a new customer.

J. Milton Wigley of Alabama sold "My Diary" Baby Books to a FUNERAL HOME for $105.

D. G. Waite of Michigan made a $147 sale of Religious Calendars to a FUNERAL DIRECTOR.

Walt Olson of Illinois made a $180 sale of Knives to a PLUMBING SUPPLY DEALER, a new customer.

Dan Morrissey of New York sold "Puppy Love" on S257-HA to a STORAGE WAREHOUSE COMPANY, for $120.

Randolph Lipford of Virginia sold "Their Priceless Heritage" to a CHEVROLET DEALER, a new customer, for $193.

C. W. Fisk of California created a nice new account with a $154 sale of SQA3 Bluebird Series to a SERVICE STATION situated on "swanky" Wilshire Boulevard in Beverly Hills.

Leo Levin of Utah sold "Priceless Heritage" in billboards and hangers to a MERCANTILE COMPANY, a new customer, for $154.

Carl Bly of Ohio sold "Houghton Mill" on Farmer's Wife's Record Calendars to a FEED AND FARM SUPPLY COMPANY for $112.

Eugene Keltner of Illinois made a $122 sale of FD Service to a FUNERAL DIRECTOR.

Charles Clayton sold the Will Rogers Campaign to a BOTTLER for $118, to advertise "FIFTY YEARS OF DEPENDABILITY."

Bill McNerney of California sold Religious Calendars to a FUNERAL DIRECTOR, a new customer, for $100.

Marvin Mitchell of Illinois sold "Their Priceless Heritage" to an INSURANCE AND REAL ESTATE AGENCY for $100.

Jim Hartman of Kansas made a $100 sale of Pencils to a CASKET MANUFACTURER.

A. McWilliams of West Virginia made a $102 sale of Knives to an AUTO SUPPLY DEALER.

FOR TRUE BLUE SERVICE CALL RAY'S TAXI
Sold by J. Shadle on "My Blue Heaven" to a Taxicab Company

IF YOU CAN'T STOP — DON'T START
Sold by Jack H. Sanders on Kiddie Post Cards to a Brake Service Company

Tom Perrott created a good new account with a $113 sale of Direct Mail Advertising to a CARPET AND RUG CLEANER.

Mrs. Fannie Peterson of Ohio sold Paragon to a MANUFACTURER for $103.

Clifford Higgins of Minnesota sold 200 "My Diary" to a FLORIST, a new customer. Mr. Higgins sold this order by suggesting to the florist that with floral orders delivered to the mother of a new baby, he send the book with his compliments and best wishes.

A. McWilliams sold the Will Rogers campaign to a TIRE RECAPPER.

Bert Stiff made a $100 sale of FD Service to a FUNERAL HOME.

L. B. Nobles of Texas sold 75 Safety First Billboards, "Be Sure You Are Right" to a NATIONAL BANK.

P. H. Keboch sold 1000 Art Mount Calendars to a DEALER IN BUILDER'S SUPPLIES.

T. S. Gosten of New York sold "Autumn Rhapsody" and "Scenes of My Childhood" both in R8 to a DEALER IN BUILDER'S SUPPLIES.

Charles Clayton sold "Springtime" and "Spirit of America" to an INSURANCE AGENCY.

Mr. Clayton also sold 200 R9A, "Peekaboo" to a MANUFACTURER OF MECHANICAL RUBBER GOODS.

A. V. Clapp of New Jersey created a new account with a substantial sale of "Priceless Heritage" to a FLAG DECORATING COMPANY.

Lou Byrne of New York sold 300 R19 Religious Calendars to a FUNERAL DIRECTOR.

Tom Perrott sold "Clipper Ship Surprise" to a FISH MARKET to advertise "SEAFOOD AT IT'S BEST."

Doc Sage sold 2400 large blotters to an INSURANCE AGENCY to tell recipients that "A COURTEOUS DRIVER IS A SAVE DRIVER."

Eugene Keltner sold 5,000 FD242 to a FUNERAL DIRECTOR.

Glenn Woods sold 275 De Luxe Greeting Calendars, "Scenes of My Childhood" to an INSURANCE AGENCY.

Guy Dean sold 50 indoor billboards, "Steady" to a PLUMBER.

E. V. Harris sold "A Long Life and a Happy One" in billboards and Dairy Calendars to a municipally owned milk plant—the only such plant in the United States and a brand new customer.

Howard Kersey sold 250 No. 100 Pencils to a FUNERAL DIRECTOR.

WHERE FRIENDLY SERVICE IS A HABIT—NOT AN ACCIDENT
Sold by Groomes on Fans to a Service Station

"JEANIE" AND TH

There is a lesson for advertisers in the current ASCAP - BMI feud—particularly for those advertisers who think they can coast during the present defense prosperity.

Four months ago nearly all of the music on the radio, except for the classical programs, consisted of current song hits. And practically all of these popular songs were the property of ASCAP, the organization which included in its membership nearly all of the leading composers, musicians, and music publishers. Then ASCAP, wishing to obtain larger royalties for its members, got into a contract row with the important radio chains and many of the independent stations. The result, as you know, was that the big broadcasters effected an organization of their own, BMI, and decided to compete with ASCAP. There is more to the story than this—much more—but let us not become confused by going into details.

The point is that the radio chains and many of the larger independents ceased to broadcast ASCAP tunes and confined themselves entirely to the compositions produced by BMI, and such numbers as were in the "public domain" by reason of the expiration of copyrights.

Overnight PRACTICALLY EVERY POPULAR MUSICAL HIT OF THE PAST GENERATION WAS WITHDRAWN FROM THE AIR WAVES, except for some of the independent stations which signed new contracts with ASCAP.

Nine out of ten persons who did any thinking about the matter believed that ASCAP would quickly win its fight with the "chains" because the public would DEMAND its favorite tunes, practically all of which belonged to ASCAP. In fact, the advertising agencies had visions of national boycotts of goods that were advertised on the big sponsored programs which had been using ASCAP songs. Nobody would have bet a bad penny that such programs as "The Hit Parade" could be continued successfully without using the hit pieces that had been leading the popularity polls for months past.

Well, what happened?

You can answer this question yourself. NAME — IF YOU CAN — TEN OF THE HIT PIECES OF THREE OR FOUR MONTHS AGO. You can't do it, can you? Very well, name FIVE? You can't do that either, can you? All right, name ONE. Can you name one? ARE YOU SURE? Remember it has to be one of the hundreds of thousands of ASCAP tunes—NOT one of the BMI compositions, or one of those from the "public domain."

Now, let's stop a minute and get this picture straight.

ASCAP controlled the music of practically every songwriter from the time of Victor Herbert up to and including Irving Berlin. Unless you are quite old nearly every popular song you have hummed or whistled since boyhood was on the ASCAP list of titles. AND NOT ONE OF THESE HAS BEEN PLAYED ON A NETWORK OR STATION SINCE THE FIRST OF THE YEAR.

How many have you really missed? How many can you call by name? Certainly VERY FEW.

"VIENNA WOODS"

But here are two songs you DO know—"Tales from the Vienna Woods" and "Jeanie with the Light Brown Hair." In fact you have heard "Jeanie" so much that you know the song by heart. And perhaps, unless you are a student of music, you think these are NEW songs.

Well, of course, they are not. BMI dug them out of the "public domain," where—except for renditions in recitals, concerts, and other more or less "highbrow" entertainments—they have reposed in peace for many years.

"Jeanie with the Light Brown Hair" (correctly titled: "I Dream of Jeanie with the Light Brown Hair") was written by Stephen Foster, who was born in Pennsylvania in 1826 — which is ONE HUNDRED AND FIFTEEN YEARS AGO. It was probably written by Foster in the late 1840s. Yet today, because it was popularized by the radio networks, it is said to be the best known song in America.

Running it a close second is "Tales from the Vienna Woods." This beautiful composition was written by Johann Strauss II, the "Waltz King," who was born in Vienna in 1825 — ONE YEAR BEFORE STEPHEN FOSTER SAW THE LIGHT OF DAY IN PENNSYLVANIA. It, too, was written toward the middle of the 19th century.

So what?

So THIS. Since January 1, 1941 hundreds of thousands of tunes have almost disappeared from the airwaves. And—dollars to doughnuts — you have missed only a few of them. On the contrary, you know all about "Jeanie" and the "Vienna Woods" which were written about 100 YEARS AGO. Recently on the "request programs" the composition by the junior Strauss has LED all others.

What does it all mean? Simply this: EVEN MUSIC—EVEN THE VERY BEST KNOWN SONGS — CAN BE QUICKLY AND EASILY FORGOTTEN. None are so well known or so well liked as to be able to retain their popularity unless they are heard regularly — day after day. IT MEANS THAT THE PUBLIC MEMORY IS SHORT; THAT IT IS ALWAYS READY TO EMBRACE SOMETHING NEW—even if that something "new" happens to be one hundred years old!

There you have the SECRET OF SUCCESSFUL ADVERTISING. To be of value it must be CONSISTENT—it must be CONSTANT — it must be CONTINUOUS. Nothing in this world is so well known that it will not soon be forgotten. No, not even the tunes that we have whistled and hummed since boyhood!

To me, that is a very important advertising lesson. In fact, I think it is worth repeating to those business men who are beginning to say: "Why should I continue to advertise when I have all the business I can handle; THE PUBLIC WILL REMEMBER ME!"

Oh, no, it WON'T. The public's "forgetter" is the ninth wonder of the world. Ask the songwriters. They know.

Jewell E. Ricker

YOUR HOME SHOULD COME FIRST
Sold by W. F. Dunlap on "Here Peace and Happiness Abide"
to a Lumber Dealer

The only advertising copy on these pencils is "WE OURSELVES THE BETTER SERVE BY SERVING OTHERS BEST."

Leo Levin sold 250 No. 1050 Knives to a BUICK DEALER.

A. H. Oschmann sold 250 R-19 Religious Calendars to a DAIRY for Church Distribution. This is a new account.

H. A. Spray sold 100 K-14 Knives to a TANNERY.

Bob Shea sold 150 No. 100 Pencils to an IRON WORKS—a new customer.

F. M. Stevenson sold 250 R-16, "Houghton Mill" to a FUNERAL HOME.

Sidney Hodson sold 75 Last Edition Billboards to a MEMORIAL DEALER.

P. H. Keboch sold 500 Paragon Key Cases to a CHEVROLET DEALER.

Miss Katherine Melcher sold 3600 "Sailing Ship" blotters to a MARINE SUPPLY DEALER.

THAT HOME IS AVAILABLE — COME IN AND DISCUSS THE F.H.A. PLAN
Sold by G. W. Hawkins on "Modern Homes" Blotters to a
National Bank

F. M. Stevenson sold Bluebird billboards and Engagement and Reminder Calendars to a FUNERAL HOME.

Charlie Chamberlain sold 200 Pencils to a MOBILOIL DEALER.

John Gilbert created a new account with a sale of 2,000 Fans to a SERVICE STATION. He uses Dean's copy—"KEEP COOL AND KEEP COMING."

Leon Terry sold "Sunrise" in R-8 to a WELDER.

Lynn Walker sold 1000 Ger-Bars to a LAUNDRY AND CLEANER.

Mr. Terry also sold "Happy Bluebird Family"—a complete campaign—to another CLEANER to advertise "BLUEBIRDS FOR HAPPINESS—BLANK'S FOR CLEANING.

L. R. Shepard sold Will Rogers billboards to a NEWSPAPER PUBLISHER—a new customer.

Cecil Nixon sold "Spirit of America" complete campaign to a GROCER.

Dan Morrissey sold Paragon billfolds to an AUTO STORAGE WAREHOUSE.

ON THE LOOKOUT FOR OPPORTUNITIES TO SERVE YOU SINCE 1920
Sold by A. S. Hartman on "Come Back Here" to a Trucking Co.

KEEP COOL AND KEEP COMING
Sold by John Gilbert on Fans to a Tire Dealer

A. H. Laun sold 500 De Luxe Greetings to a REALTOR, to advertise, "ALWAYS SERVICE AND A SQUARE DEAL."

W. A. Scheafer sold 300 R-19 Religious Calendars to a NASH AUTO DEALER.

A. A. Bender sold 50 R-4 "Happy Bluebird Family" to a REALTOR, using this copy—"EVEN THE BIRDS HAVE HOMES OF THEIR OWN —WHY NOT YOU"?

A. McWilliams sold "My Bonnie," a complete campaign, consisting of billboards, hangers and utility calendars to an INSURANCE AGENCY.

A. H. Laun sold 500 Key and License Holders to an OIL REFINERY —a new customer.

G. W. Hawkins sold 150 De Luxe Calendars, "Houghton Mill" to a MANUFACTURER OF CONCRETE PRODUCTS.

H. A. Gorsuch sold 325 Hangers, "My Bonnie" to a BUILDING ASSOCIATION.

Charles Clayton sold 3000 large blotters "Our America" to a LIFE INSURANCE AGENCY.

G. B. Falls created a new account with a sale of the complete Safety Campaign, "Be Sure You're Right" to an ELECTRIC SERVICE COMPANY.

S. E. Adams sold 200 "My Diary" Baby Booklets to a DAIRY.

Mr. Adams also sold "Priceless Heritage" to a TAILOR AND FURRIER.

Clifford Higgins sold a Safety Campaign, "Be Sure You're Right" in billboards and hangers to a STATE BANK.

P. H. Keboch sold 500 Paragon Key Cases to a CHEVROLET DEALER.

Eugene Keltner sold 250 De Luxe Calendars, "Autumn Rhapsody" to a FUNERAL HOME.

L. B. Nobles sold "Spirit of America" to a HOTEL.

Charlie Chamberlain sold a Safety Campaign—"Be Sure You're Right" to a CLEANER.

G. H. Aley created a new account with a sale of 1,200 Class D Mailing Cards to a REAL ESTATE AGENCY.

Craig Sohn sold 100 "My Diary," 100 "Friends Who Wish You Well" and 250 "Clergyman's Records" to a FUNERAL DIRECTOR.

YOU CAN HAVE A BARREL OF FUN AT THE BLANK CAFE
Sold by A. J. Morrier on Keg Style Key Cases to a Cafe

BLUEBIRDS FOR HAPPINESS—OUR COAL FOR SATISFACTION
Sold by Bercovit to a Coal Dealer on Bluebird

B. A. Day sold "Rainbow Fishing Fleet"—400 De Luxe Greeting Calendars to a TEXTILE WEAVING COMPANY.

H. D. Evans sold "Bildcost Blueprints" Blotters to a LUMBER DEALER—a new customer.

Marvin Mitchell sold 200 No. 100 Pencils to a RECREATION CENTER.

A. A. Muldrew sold 500 De Luxe Will Rogers Calendars to a FUNERAL HOME.

Isidor Siegel made a $100 sale of De Luxe Calendars, "Scenes of My Childhood" and "My Bonnie" to an OPTICAL COMPANY.

C. P. Cook sold "My Bonnie" in R-2 billboards to a HARDWARE DEALER to tell the public, "WE'RE ALWAYS ON THE LOOKOUT TO SERVE YOU BETTER."

Rudy Maddox sold No. 125 Patriotic Pencils, with Pledge to the Flag, to a LUMBER DEALER.

A. W. Thurn sold 1,200 "Brainy Bow Bow" Blotters to a dealer in OIL AND PETROLEUM PRODUCTS.

John Gilbert sold 200 K-92 Knives to a dealer in AUTO PARTS.

Jut Laing made a nice sale of Paragon to a TANK MANUFACTURER.

TELL THIS TO THE SAFETY DIRECTOR

* * *

During 1940, 16,000 workers in trade and industry were killed in traffic compared with about 2,000 killed in factories.

* * *

The next time you contact the Safety Director of an industrial plant on the subject of permitting some local advertiser to hang his Safety First calendars in the plant, call his attention to this clipping from the Toledo Blade of April 7th, for which thanks to J. L. Morrissey.

Emphasize the fact that regardless of whether it's a traffic accident or an accident within the plant that deprives the plant of the services of a worker, makes little difference in the final result, and that it is just as important to warn workers against traffic dangers as against shop dangers.

By-the-way, we're not receiving as many Safety First orders for Industrial Distribution as we should be, considering the big increase in industrial activity.

If this comes to the attention of any salesman who is not wholly familiar with the Industrial Distribution plan, don't hesitate to ask questions or to ask for a supply of Safety Requisition cards for this purpose.

THURN DISCOVERS A NEW OUTLET FOR PARAGON

The enclosed order for Paragon for this Bowling Alley is an eye opener for me. Last year I sold them the "Bowling" Christmas Card—they were pleased with the results, and they already placed their order for the new "Bowling" card with me.

During my visit, Mr. Cleasby asked me if I had any items suitable as gifts to the Secretaries of the various "Leagues," he said that last year he bought billfolds at $2.50 each.

I had no difficulty getting this Paragon order, he selected two numbers in a jiffy, and he said he will want something in Paragon every year. I could have had last year's order if I had known enough to talk Paragon to this customer.

I am passing this information along for the rest of our sales force, it strikes me that this is a new gold mine for us, just waiting to be tapped.

Sincerely,

AL THURN.

Our New Year's Gift--An Unusual Calendar!

Especially For You,

Mrs. Housewife!

ABSOLUTELY FREE!

NO OBLIGATION

Remember Sanders Bread— It's Better

Ladies, here is something entirely new in the way of calendars . . . a calendar you have always wanted.

In addition to the beautiful cover, it has space for daily notes, appointments and birthstone and horoscope for each month. It also contains an interesting household alphabet, and is packed full of delicious recipes and information that will help you operate your home more efficiently.

All you have to do to obtain one of these calendars is mail us a postcard with your name and address or fill out and mail the coupon below, to the Sanders Baking Company. Your calendar will be sent you promptly, and you will be under no obligation.

SANDERS BAKING CO.

CUT OUT AND MAIL

Name .....

Street .....

City .....

State .....

"THE FRUITS OF SPECIAL EFFORT ARE INDEED SWEET"

J. H. SANDERS.

DEAR ERNIE:

In answer to your letter relative to the $2,000 sale of Bread Facts Calendars, this bakery has branch factories in two cities and they work the surrounding territory within a radius of fifty miles of these towns.

Last year when I called on these people, I suggested that they could distribute 25,000 calendars; however, he was skeptical concerning the value of this type of promotion.

Eventually, he agreed to try 5,000 calendars, placing these in territories where their competition was hardest. In order to control the distribution on this trial order, I wrote a newspaper ad for them. This ad (see opposite page) was placed in one newspaper which has a circulation of about 7,500.

The ad—as you will note—specifies that the coupon must be mailed in to the head office. The requests were surprising, as they received about 3,000 coupons from this limited territory alone.

Later, women solicitors were employed who went from door-to-door, sampling the product and employing our calendar as a door-opener.

This plan was worked in two small towns and again the reaction was favorable, but naturally, the question was "WOULD IT INCREASE SALES?" I have been working on this account ever since Opening Day and the buyer has carefully watched his sales chart in his hardest territories.

Well, the fact that he has invested $2,000 in the Bread Facts Calendar speaks for itself. This year, the Bread Facts Calendar, with "Forever Yours" will be offered to every housewife in their trade territory but will be presented only upon request. This eliminates waste distribution and we feel that will make the calendar more appreciated.

I confidentally expect to see this order grow and continue to grow from year to year and I find the fruits of special effort are indeed very sweet.

Best regards,

JACK H. SANDERS.

THIS KIND OF WORK WINS FISHING TRIPS

A. S. Hartman has been on fishing trips before and knows what fun they are. That is why he's determined to win one this year. To that end, here's a typical Amasa Hartman week—fourteen orders for $780.

MONDAY—

"Scenes of My Childhood" to a BEAUTY SHOP.....$ 29
"My Bonnie" to an INSURANCE AGENCY 35
"Spirit of America" to PUMP MANUFACTURER..... 40

TUESDAY—

"Down on the Farm" to SERVICE STATION 102
"Long Life and Healthy One" to a DAIRY..... 16

WEDNESDAY—

"Steady" to a CONCRETE PIPE MANUFACTURER..... 137
"Hold Everything" to a SHOE DEALER 20
"Come Back Here" to a TRUCKING COMPANY..... 15

THURSDAY—

"Be Sure You're Right" to a FUNERAL HOME..... 144
"Spirit of America" to OLDSMOBILE DEALER..... 60
"Be Sure You're Right" to MERCANTILE CONCERN..... 35

FRIDAY—

"Come See Us Sometime" to GARAGE 18

SATURDAY—

"Spirit of America" to AUTO SERVICE STATION..... 39
"Down on the Farm" to PETROLEUM PRODUCTS DEALER 84

"ALL KINDS OF INSURANCE EXCEPT LIFE INSURANCE"

In Mrs. Jahl's Mississippi territory there's an insurance agency that advertises "ALL KINDS OF INSURANCE EXCEPT LIFE INSURANCE."

This agency is located in a city of about 10,000 population about equally divided between blacks and whites. Recently, Mrs Jahl sold this concern a nice order for "My Diary" Baby Record booklets.

Commenting on the sale, Mrs. Jahl says—

> When I suggested presenting Baby Books to all the new comers in the city who had babies in the family and to families with new babies, books to be distributed by their "Welcome Wagon" Hostess, the idea clicked instantly and won for me the enclosed order for "My Diary" and a brand new customer.
>
> If other members of the sales force have not tried this, perhaps they might get business from the idea; at least I'd like to pass it on for what it's worth. Mr. Talcott says a new customer is worth $100 and I think I agree with him.

Evidently this small southern city is more progressive than are some of our northern cities—at any rate the "Welcome Wagon" by that name seems to be unknown to us. If Mrs. Jahl will give us some further information concerning this, we'll be glad to pass it along.

BEST WISHES TO THE NEW BABY

> We specialize in perpetuating fond memories of your baby. Those little tricks and mannerisms which mean so much today, will be only a memory in a short time. We would appreciate the opportunity within the next six months of making Baby's first portrait free of charge.

THE GERRISH PORTRAIT STUDIO

That is the copy which Ed. Gerrish used to create a brand new account with a nice sale of "My Diary" Baby Record Booklets.

You will find upon investigation that the average photographer who specializes in portraiture is more than willing to make the baby's first portrait free of charge, because he knows very well that when Mother shows that first picture to the aunts and inlaws, there is bound to be a demand for at least half a dozen and he'll get the job of making them.

Gerrish didn't copyright this idea, so you're at liberty to use it.

Friendship is the sunshine
That turns our skies to gold
Friendship is the peace and rest
The hills and valleys hold
Friendship is the river
With current strong and true
For friendship is the happiness
Of knowing folks like you.

We like to consider our customers as friends, and we like to think our customers consider us their friends. So in this friendly spirit we extend sincere wishes for a Merry Christmas and a Happy New Year.

* * *

Jack H. Sanders of Missouri used the above copy to sell "Bright Bouquets" Post Cards to an Electric Motor Service Company. It's only a comparatively small order from the standpoint of dollars and cents volume, but it enabled Sanders to meet the demand for a two-cent Christmas card.

In YOUR territory, there are business men and concerns that need several thousand greetings to cover their requirements, but whose budget will not permit the necessary investment for a really fine greeting. Why not try Sanders' plan?

It says A Long Life and A Healthy One
From which we will seldom vary
If Mother always buys our milk
From THE A. S. HARTMAN DAIRY.

A Bottle of Milk Is a Bottle of Health

1941			APRIL			1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat
-	-	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	-	-	-

★ THE FOLLOWING EMPLOYES OF THIS COMPANY JOINED THE ARMED FORCES OF THE UNITED STATES ON THE DATES INDICATED WE ARE PROUD TO PLACE THEIR NAMES ON THIS—

ROLL OF HONOR

LELAND AIRS	JULY, 1940
WILLIAM A. KARGES	AUGUST, 1940
PHILIP G. CORCORAN	NOVEMBER, 1940
JOHN C. BELL	FEBRUARY, 1941
LEO F. FRIEDRICH	MARCH, 1941
JOHN W. JACKSON	MARCH, 1941
HAROLD CUTTIE, JR.	MARCH, 1941
FRANK O. FLINK	MARCH, 1941
HAROLD W. JOHNSON	MARCH, 1941
JOHN V. L. HUDAK	MARCH, 1941